

## ORDER



**Orders**  
**Order / Rev:** 58648  
**Alt Order #:** 9824636 /Brad  
**Product Desc:** TOM SMITH 4 SENATE  
**Estimate:** 288  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 09/21/12 / 09/21/12  
**Order Type:** GENERAL

**WHP-TV CBS21**

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency**  
**Name:** SRCP Media  
**Buying Contact:**  
**Billing Contact:**  
 201 North Union Street Suite 200  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Smith/R/Senate  
**Demographic:** A35+  
**Product Codes:** US Senate  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	26	\$4,480.00	\$3,808.00
10/01/12	10/01/12	8	\$1,490.00	\$1,266.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	26	\$4,480.00	\$3,808.00	0.00
October 2012	8	\$1,490.00	\$1,266.50	0.00
<b>Totals</b>	<b>34</b>	<b>\$5,970.00</b>	<b>\$5,074.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WHP-TV CBS21	20%	\$5,970.00
Market	100%	\$29,850.00

**Competitive Share**

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	48%	\$14,328.00
WHTM	18%	\$5,373.00
WLYH	0%	\$0.00
WPMT	14%	\$4,179.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	09/25/12	10/01/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	3	\$325.00	P-2	0.00	NM	3	\$975.00
N 2	WHP	09/25/12	10/01/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
N 3	WHP	09/25/12	10/01/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
N 4	WHP	09/25/12	10/01/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	3	\$110.00	P-3	0.00	NM	3	\$330.00
N 5	WHP	09/25/12	10/01/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WHP	09/25/12	10/01/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
N 7	WHP	09/25/12	10/01/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
N 8	WHP	09/25/12	10/01/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N 9	WHP	09/25/12	10/01/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	5	\$70.00	P-3	0.00	NM	5	\$350.00
N 10	WHP	09/25/12	10/01/12	Sa-Su 6p-630p News R CBS 21 News at 6p	CM	6p-630p	-----S	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
N 11	WHP	09/25/12	10/01/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
N 12	WHP	09/25/12	10/01/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
<b>Totals</b>														<b>34</b>	<b>\$5,970.00</b>